

---

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

---

***PATENT***

In re application of: Neal et al.

Attorney Docket No.: DEM1P006

Application No.: 09/849,783

Examiner: Van Doren, Beth

Filed: May 5, 2001

Group: 3623

Title: SYSTEM FOR CREATING OPTIMIZED  
PROMOTION EVENT CALENDER

Confirmation No.: 9893

---

**FILED VIA EFS**

***RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT (37 CFR 1.121)***

**June 6, 2007**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the “Notice of Non-Compliant Amendment” mailed by the U.S. Patent and Trademark Office on May 17, 2007, Amendment B is hereby re-submitted. The only change is to the Amendments to the Claims, where the status identifier for Claims 20-24 have been changed from “Previously Added” to “Previously Presented” (page 6).

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.